Forsyth Tobacco

To: Gwen Scott 3/28
Company: RJR

Fax: 2685

From: J. M. PISCITELLI
Company: RJR/FORSYTH TOBACCO
Phone: (910) 741-7296 or (216) 779-1888
Fax: (216) 779-1889

Date: 3/28/95
Pages including this cover page: 6

Comments: PEER MEMBERSHIP AGREEMENT
SOUTH BEACH NOVELTIES

Forthcoming is Peer Membership Agreement, product order form, P.O.S. etc. Please distribute these materials to Mabel Perry, Customer Service, etc.

Please have Mabel advise Lee Maney and myself of "Good Date" so he may place the first order.

cc: Lee Maney

51850 7004

Source: https://www.industrydocuments.ucsf.edu/docs/ftvy0000

PEER MEMBERSHIP AGREEMENT

DISTRIBUTOR NAME AND ADDRESS: South Beach Novelties
44 Robin Road
Staten Island, NY 10305

PHONE NUMBER: 718-727-4500 FAX NUMBER: 718-448-4108

CUSTOMER CONTACT: John Lagana

RJR CUSTOMER #: 602280 RJR CONTACT: F. Lee Maney

RJR WEEKLY VOLUME (ALL BRANDS): ASSIGNED FORSYTH BRAND: Cardinal

RETAIL STORES SERVICED: 650

GEOGRAPHIC AREA SERVICED: (Attach additional sheet if necessary)

COUNTY	STATE	COUNTY	STATE
Richmond	NY		
Kings	NY		

ALLIANCE ACCRUAL AVAILABLE: 0
(FROM ORIGINAL PROGRAM)

AVERAGE WEEKLY VOLUME 0

AGREED TO INTRODUCTORY WORKPLAN: [X] YES [ ] NO
(ATTACH APPROPRIATE ALLIANCE ORDER FORM)

PRODUCT ORDER FORM ATTACHED: [X] YES [ ] NO

MERCHANDISING/POS ORDER FORM ATTACHED: [X] YES [ ] NO

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KICK-OFF PROGRAM START DATE: 4/10/95 END DATE: 6/10/95

BY SIGNING THIS FORM, THE UNDERSIGNED DISTRIBUTOR ACKNOWLEDGES THAT IF IT CEASES TO BE AN ACTIVE MEMBER OF PMA, IT WILL NOT BE ELIGIBLE TO PURCHASE THE ASSIGNED FORSYTH BRAND.

Signature on File	3/8/95	F. Lee Maney	3/8/95
CUSTOMER	DATE	RJR	DATE

Source: https://www.industrydocuments.ucsf.edu/docs/ftvy0000

GENERIC POS, PACKAGE TAGS AND DISPLAY ORDER FORM

PRIVATE LABEL BRAND CARDINAL **DATE** 3/28/95

SHIP TO LOCATION:

SIS#: ✓602280
COMPANY: ✓SOUTH BEACH NOVELTIES
STREET: ✓44 ROBIN ROAD
CITY/STATE: ✓STATEN ISLAND NY 10305
PO#:
SPECIAL INSTRUCTIONS:
FOR CARDINAL "INTRODUCTION"

MAIL ORDER FORM TO:
R.J. REYNOLDS TOBACCO COMPANY
SALES MATERIAL OPERATIONS LOGISTICS
P.O. BOX 2959
Winston-Salem, NC 27102-2959
Tel. (910) 741-3328 FAX (910) 741-7609

ORDERS WILL BE PROCESSED WITHIN 48 HOURS UPON RECEIPT

GENERIC POINT OF SALE (25 PER SKU)		QUANTITY
432636	SMALL PPD CARD	
394902	LARGE PPD CARD	
394891	PUMP TOPPER	
40391.1	2 SIDED DUMP BIN RISER CARD	
394880	FOLDED SHELF STRIP	
394858	24" PK MERCH CARD	
468173	19" CANOPY CARD	
394869	CHANNEL STRIP	
277345	CHANNL STRIP	14
CARTON END LABELS		
462390	FF85 CTN END LABEL	
462405	FF83 BX CTN END LABEL	
462411	FF100 CTN END LABEL	
462441	L85 CTN END LABEL	
462471	L83 BX CTN END LABEL	
462480	L100 CTN END LABEL	
462510	UL 85 CTN END LABEL	
462522	UL100 CTN END LABEL	
462420	FFM85 CTN END LABEL	
462432	FFM100 CTN END LABEL	
462495	LM85 CTN END LABEL	
462501	LM100 CTN END LABEL	
462531	NF85 CTN END LABEL	
277312	14 Poster	4

FORSYTH PACKAGE TAGS (55 TAGS PER SKU)		QUANTITY (SKU = 1 PAGE)
385464	FILTER 100'S SOFT PACK	
385475	FILTER 85'S SOFT PACK	
385486	LIGHT 100'S SOFT PACK	
385497	LIGHT 85'S SOFT PACK	
385508	ULTRA LIGHTS 100'S	
385519	ULTRA LIGHTS 85'S SOFT PACK	
385530	LTS MENT 100'S SOFT PACK	
385541	LTS MENTR 85'S SOFT PACK	
385552	MENTHOL 100'S SOFT PACK	
385563	MENTHOL 85'S SOFT PACK	
385574	FILTER 83 BOX	
385585	LIGHTS 83 BOX	
385596	NON FILTER 85'S	
	FORSYTH PERMANENT DISPLAYS	
339121	WOOD (CTN) FLOOR DISPLAY (5 CTN WIDE)	
347184	TOPPER FOR WOOD DISPLAY (9 PACKS WIDE)	
364179	PERM. COUNTER DISPLAY (4 TRAY)	40
364366	ADD ON/PERM. COUNTER DISPLAY	
	FORSYTH TEMPORARY DISPLAYS	
171239	FLOOR DUMP DISPLAY-LARGE	
158149	FLOOR DUMP DISPLAY-SMALL	
458131	DIMENSION 4 CORR. 4-WAY PROMO DISPLAY (100 CTNS OR 360 PACKS)	
417617	TEMPORARY PACKAGE COUNTER DISPLAY (W/OPTIONAL STAIR STEP)	

PL BRAND	LG. PACK STICKER ITEM#* (30 PER PACK)	QUANTITY	SM. PACK STICKER ITEM#* (120 PER PACK)	QUANTITY
CARDINAL	463794	10	463644	5

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***ITEM #'s MUST BE FURNISHED!**

Source: https://www.industrydocuments.ucsf.edu/docs/ftvy0000

TO: MABEL PERRY
CUSTOMER SERVICE

FROM: J. M. PISCITELLI
DATE: 3/20/95

BRAND: CARDINAL

FIRST SHIP MO: 4/95

ACCOUNT #: 602280
NAME: SOUTH BEACH NOVELTIES
ADDRESS: 44 ROBIN ROAD
STATEN ISLAND, NY 10305

ATTN: JOHN LAGANA

MAIL CHECK TO:

DIVISION NO:

	ORIGINAL AS OF:	REVISED AS OF:	REVISED AS OF:	REVISED AS OF:	REVISED AS OF:
	3/20/95				
LIST PRICE:	$8.49				
P/L MONTHLY PMT	$.00				
OFF-INVOICE ALLOW.	$1.50				
MONTHLY ACCRUAL	$.80				

DIRECT SHIP-TO LOCATIONS:

NEW*	DELETE*	SIS #	SHIP-TO
		602280	SOUTH BEACH NOVELTIES

* INDICATE IN PROPER COLUMN WHETHER ADDING OR DELETING DIRECT ACCOUNT.

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BRAND: Cardinal - OPENING ORDER INFORMATION (12M CASES)

ACCOUNT NAME	So. Beach Varsity			
SHIP TO NAME	" " "			
NUMBER	6022800			
WAREHOUSE	current			

Light King	1	1							
Light 100	2	2							
Menthol Light King									
Menthol Light 100	2	2							
Full Flavor King									
Full Flavor 100	2	2							
Ultra Light King									
Ultra Light 100	2	2							
Non Filter									
Full Flavor Men. King									
Full Flavor Men. 100	1	1							
Full Flavor King Box									
Light King Box									
Total	10	10							

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SENT BY:RJR/FORSYTH ; 3-28-95 ; 2:29PM ; JM PISCITELLI- R.J.REYNOLDS TOB 12:# 5

Source: https://www.industrydocuments.ucsf.edu/docs/ftvy0000

REGION # 1200 BRAND: Cardinal - 6 MONTH FORECAST (12m Cases)

	ACCOUNT	ACCOUNT	ACCOUNT	ACCOUNT	ACCOUNT	ACCOUNT	TOTAL
	So. Beach Nat						
Light King	27						
Light 100	54						
Menthol Light King							
Menthol Light 100	54						
Full Flavor King							
Full Flavor 100	54						
Ultra Light King							
Ultra Light 100	54						
Noa Filter							
Full Flavor Men. King							
Full Flavor Men. 100	27						
Full Flavor King Box							
Light King Box							
Total	270						

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Source: https://www.industrydocuments.ucsf.edu/docs/ftvy0000